RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #088080
Ms. E. Johns
J. A. CALDERON CO.

SALEM TEAR TAPE PROMOTION #800438: JUNE (#806)

Dear Eileen:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ $3.00/carton off-invoice.

RJR will reimburse you $4.75 per **6M** promoted case shipped to retail on a timely basis. This equates to **$38.00 (8 (6M) case(s) @ $4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
Enc. Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-JUNE.DOC

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JUNE DELIVERY
SALEM TEAR TAPE
J. A. CALDERON CO.

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	**2**
12300-24195	*Full Flavor 100*	**1**
12300-24196	*Light*	**3**
12300-24197	*Light 100*	**2**

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM MAY PRODUCT DISTRIBUTION TO MEET JUNE DISTRIBUTION AS NEEDED

Product / Premium Arrival: **May 26, 1998**
Ship Date to Retail: **Week of: June 8, 1998**

EFT $ Amount: **$2,481.36**

JUNE Drive Period 806 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION

JUNE DELIVERY

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WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
TEMPLATE : 800438 80600 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	9	1	2	6	18	1149-0000	
162202	162232	486925	RICH & VERNS	64 WASHINGTON ST	WATERLOO	NY	13165	1				1		
162202	162232	763306	WOLCOTT BARGINE CTN	6010 NEW HARTFORD	WOLCOTT	NY	14590	3	2	10	5	20	1149-0000	
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	3	1	3	2	9	0990-0000	
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	2	2	2	8		
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1		1		2		
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1	1	1	1	4		
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1	1	1	1	4		
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1	1	1	1	4		
162602	162225	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	PERRY	NY	14530	1				1	1149-0000	
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1	1	1	1	4		
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	2	2	2	2	8		
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623			1	1	2		
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1		1	1	3		
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	1	1		3		
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611		1	1	1	3		
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	2	1	2	1	6		
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	1	1	1	4		
162604		442085	HESS 32324/F	975 RIDGE RD E	ROCHESTER	NY	14621	1		2		3	0353-0100	
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1	1	1	1	4		
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1		2	1	4		
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1		1	1	3		
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	2	1	11	2	16		
162604	162621	527406	SHAIRI MINI MARKET	411 GENESEE ST	ROCHESTER	NY	14611	3	1	3	2	9		
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	1	1	1	1	4		
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604	162624	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSVILLE	NY	14546	1	1	1		3		
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHES	NY	14445	1	1	2	2	6	0362-0102	
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1	1		1	3		
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612			2	1	3		
162604	162621	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	5	2	1	1	9		
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1		3	1	5		
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				1		
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604	162621	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	2	3	2	3	10	0990-0000	
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1		6		7	0990-0000	
162604	162620	802169	DHALIWAL A-PLUS	2075 RIDGE RD E	ROCHESTER	NY	14622	1	1	1	1	4		
162605	162232	310838	BARODYS INC.	372 EXCHANGE ST	GENEVA	NY	14456	5	1	2		8		
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	2	1	2	1	6		
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	5	4	5	2	16	1149-0000	
162605	162232	724735	J&S DISCOUNT STORE	418 EXCHANGE ST	GENEVA	NY	14456	3	3	3	3	12		

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SALES LEVEL : 16XXXX

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162605	162620	748807	CLAWSON'S GROC&DELI	1231 AYRAULT RD	FAIRPORT	NY	14450	1		2	1	4		
			PAGE BREAK TOTAL ACCOUNTS	43	TOTAL QUANTITY			74	41	87	54	256		
			TEMPLATE TOTAL ACCOUNTS	43	TOTAL QUANTITY			74	41	87	54	256		

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